URBAN AIRSHIP

Media

Media Company Uses Web Notifications to Increase Page Views, Drive Ad Revenue

Media Company's Objectives

- Improve content discovery, showing new website content to readers so they come back more frequently

- Increase total content page views, which in turn results in increased ad revenue

Products Used

- Web Notify
- Engage (for app messaging)

As a world leader in tech news and reviews, one media company chose Urban Airship Web Notify as a new, innovative way to share premium content with those who want to see it most.

ADDING WEB NOTIFICATIONS TO REACH WEB VISITORS

The company uses a variety of channels such as email, social and its app to distribute content. They recently added web notifications to their marketing mix as well.

"Web notifications are a welcome addition because it's not as saturated as other marketing channels," said its Senior Product Manager. "It's another opportunity to get content in front of people in a lightweight way."

GETTING THE OPT IN

To receive web notifications, web visitors must opt in to receive them. After experimenting with different opt in
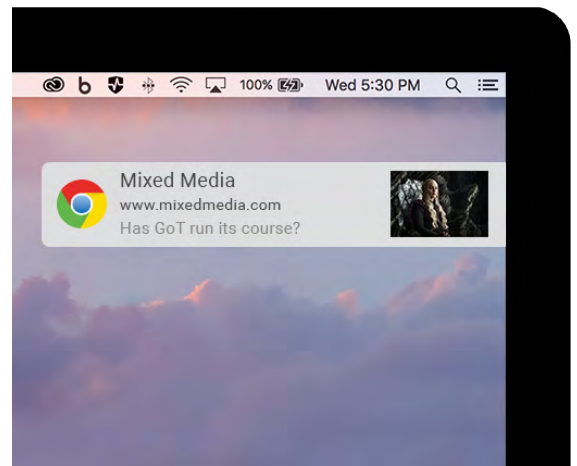
Every web notification includes a different image related to the article, and when clicked, takes recipients directly to the article.

RESULTS

⬆ **20%** **Clicked a Notification**

The company has opted in more than 2% of total website visitors on notification-supported browsers. Of that, about 20% have clicked a notification in the last 30 days.*

*Assuming their cookie lasted 30 days

⬆ **1.6** **Pages Viewed**

On average, a reader coming in via web notification will view 1.6 pages per visit, driving additional page views and ad revenue.

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— Senior Product Manager

processes, the media company found the right approach for them. Initially, they were showing the opt-in after visitors had browsed three articles in the news section, and including a soft opt-in — a branded prompt explaining the value of opting in. After switching to showing the opt-in upon arrival on the site, and showing only the browser opt-in prompt, opt-ins increased by 100x.

INCREASING PAGE VIEWS FROM OPTED-IN VISITORS

Opted-in visitors receive web notifications anytime they're online and their browser is open — whether or not they're active on the company's website. (If the browser is not open at the time a notification is sent, the users will receive the notification the next time they open their browser.)

Right now, the company sends around 12 web notifications a week. They continue to test and monitor send levels to ensure users remain happy.

Web notifications are a fantastic tool to encourage repeat visits to the company's website — including visits to parts of the site visitors may not have found on their own. Another major plus: because web notifications are an owned channel (unlike other channels like social), the company doesn't have to pay to promote new articles or bump their posts higher in users' feeds.

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The media company tracks page views that result from each web notification sent by tagging the URLs linked in each notification.

An example of a web notification viewed on a user's desktop.

An example of a web notification as viewed in the Notification Center.

FAST AND EASY SETUP

Getting set up with Web Notify was simple. In fact, since the team also uses Urban Airship Engage to send app push notifications, their team didn't need any additional training. "Getting set up was easy — our editorial team [who sends the web notifications] didn't need any additional training. I answered a few questions from them, and then they were ready to go – sending notifications exactly the same way they send them for our app," said the Senior Product Manager.

THE BUSINESS VALUE OF WEB NOTIFICATIONS

Since implementing web notifications, the team has seen an increased volume of page views on their site. They attribute some of that volume increase directly to web notifications. And with 60% of web notification-driven visits viewing at least one additional page during their visit, it's easy to make the business case to keep web notifications part of the mix. In the future, the media company plans to experiment with segmented web notifications to deliver web notifications based on a user's interests.

"On average, readers view at least one other article on our site (and often more)," said the Senior Product Manager. "In other words, web notifications have a halo effect beyond a single click — they enable us to strengthen our relationship with our readers, encouraging them to come back more frequently and consume more content each time."

Want to learn more about how mobile can drive results for your business? **Contact us**, or visit **our blog** for best practices.